



**GREYSTONE  
COLLEGE**  
PART OF THE ILSC EDUCATION GROUP

**DIPLOMA**

## PROGRAM LENGTH

**36 weeks** (30 hours per week)  
Classes are Monday to Friday  
9 am to 4 pm (one hour for lunch).

## ENTRY REQUIREMENT

- Students who are interested in attending Greystone College must have completed (graduated from) their final year of general schooling.
- International students must demonstrate an Intermediate 4 level of English with our online written test and arranged speaking interview.

*Note: The online written test is exempt if iBT 70, IELTS 6, ILSC I4 or CLB8 is presented. The online written test is exempt if ILSC's Hospitality Management Preparation Certificate program is completed.*

*If an applicant fails to meet the minimum requirements, they cannot be waived by either the institution or the student.*

## 2014 PROGRAM START DATES

Jan 27, Feb 24, Mar 24, Apr 21, May 20, Jun 16, Jul 14, Aug 11, Sep 8, Oct 6, Nov 3, Dec 1

## 2014 FEES

**Registration fee: \$125**

**Sales and Marketing Certificate 4 weeks**

**Tuition: \$1,440 Material: \$110**

**Event and Convention Management Certificate 12 weeks**

**Tuition: \$4,080 Material: \$440**

**Rooms Division Certificate 16 weeks**

**Tuition: \$5,200 Material: \$770**

**International Hotel Management Certificate 24 weeks**

**Tuition: \$7,560 Material: \$990**

**Tourism and Hospitality Management Diploma 36 weeks**

**Tuition: \$11,340 Material: \$1,320**

*All fees are in Canadian dollars.*

# TOURISM & HOSPITALITY MANAGEMENT PROGRAM (THMP)

AVAILABLE IN  
VANCOUVER

- A career step into the fastest-growing industry in Canada
- A fully-accredited program taught by industry professionals and highly-qualified instructors
- A diploma from the internationally-recognized Educational Institute of American Hotel & Lodging Association (AH&LA)

## PROGRAM DESCRIPTION

Greystone College's Tourism & Hospitality Management diploma program is an intensive diploma program designed specifically to meet the vast employment needs, both staff and managerial, in the global tourism, hospitality, resorts and conventions markets.

Our aim is to provide our graduates with the knowledge and skills necessary to choose their career path and secure rewarding and successful employment in an industry that is expanding and vibrant.

## CAREER OPPORTUNITIES

Opportunities are constantly growing in entry-level, supervisory and management roles. Global competition is forcing the industry to raise its professional standards. Upon successful completion of this program, graduates will be qualified to work in hotels, motels, resorts, restaurants, convention centres and on cruise ships.

| CERTIFICATE   | START DATES       | COURSE NAME  |
|---|-------------------|--|
| <b>Event Management Certificate 12 weeks</b><br><i>Continued from 2013 (12 weeks total)</i> | December 30, 2013 | Convention Management Services                                 |
| <b>Rooms Certificate 16 weeks</b><br><b>International Hotel Management 24 weeks</b>         | January 27        | Marketing in the Hospitality Industry   Destination Management |
|   | February 24       | Supervision in the Hospitality Industry   Housekeeping         |
|   | March 24          | Front Office Operations  |
|   | April 21          | Managing Technology   Managing Hospitality Human Resources     |
|   | May 20            | International Hotel Management                                 |
|   | June 16           | Accounting   |
| <b>Sales and Marketing Certificate 4 weeks</b>  | July 14           | Sales and Marketing  |
| <b>Event Management Certificate 12 weeks</b>  | August 11         | Food and Beverage Service                                      |
|   | September 8       | Convention Management Services                                 |
| <b>Rooms Certificate 16 weeks</b><br><b>International Hotel Management 24 weeks</b>         | October 6         | Marketing in the Hospitality Industry   Destination Management |
|   | November 3        | Supervision in the Hospitality Industry   Housekeeping         |
|   | December 1        | Front Office Operations  |

**Upon completion of 36 week program students will receive their Diploma in Tourism and Hospitality Management.**



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## CERTIFICATE HIGHLIGHTS

| CERTIFICATE  | DURATION        | COURSE SUMMARY   | CAREER OPPORTUNITIES  |
|--|-----------------|--|---|
| <b>Sales and Marketing Certificate</b>             | <b>4 weeks</b>  | <ul style="list-style-type: none"> <li>Focus on how to sell rooms and F&amp;B products to the various individual and group markets, travel agents, and meeting/event planners.</li> <li>How to assemble and train a successful sales team, creating a marketing plan and strategies to achieve financial goals.</li> </ul>   | <ul style="list-style-type: none"> <li>Sales &amp; reservations agent</li> <li>Sales &amp; marketing rep.</li> <li>Sales coordinator</li> <li>Incentive travel specialist</li> <li>Sales manager/director</li> </ul>  |
| <b>Event and Convention Management Certificate</b> | <b>12 weeks</b> | <ul style="list-style-type: none"> <li>How to increase convention/meeting/event business through improved marketing and service.</li> <li>Strategies for prospecting, identifying, key decision makers, addressing event/meeting planners needs and confidently exceeding client's expectations.</li> <li>Full knowledge of planning an event/conference from beginning stages, through delivery of service/ product to following up after the event.</li> </ul>   | <ul style="list-style-type: none"> <li>Event/exhibit coordinator</li> <li>Conference/tour planner</li> <li>Meetings manager</li> <li>Convention services manager</li> <li>Catering/banquet manager</li> <li>Banquet/catering</li> <li>Supervisor</li> <li>Destination specialist</li> </ul>   |
| <b>Rooms Division Certificate</b>                  | <b>16 weeks</b> | <ul style="list-style-type: none"> <li>Strategic and theoretical marketing concepts and systems.</li> <li>Basic functions and relationships of a CVB including the complex networks of citizens, government and employees.</li> <li>Supervisory skill building.</li> <li>Complete overview of technical details for cleaning, maintaining, and selecting/purchasing equipment and supplies.</li> <li>Cost control of massive inventory and largest departmental labor expense.</li> <li>Thorough overview of front office activities and critical relationships to other departments.</li> <li>Review of revenue management and technology apps.</li> <li>Detailed layout of property management systems including applications of operational, sales/event management, as well as accounting and system security.</li> <li>Exploring the diversity of the global hospitality industry, the HR perspectives (including labor market issues, corporate cultures, legal and political environments of 20 countries in North America, Europe, Asia and Africa.</li> </ul> | <ul style="list-style-type: none"> <li>Front desk agent</li> <li>Concierge</li> <li>Night auditor</li> <li>Night manager</li> <li>Reservations manager</li> <li>Rooms division director</li> <li>Housekeeping supervisor</li> <li>Director of housekeeping &amp; maintenance</li> </ul>   |
| <b>International Hotel Management Certificate</b>  | <b>24 weeks</b> | <p><b>Add 8 weeks to the Rooms Division Certificate and you will also learn:</b></p> <ul style="list-style-type: none"> <li>Cultural diversity issues and strategies for attracting guests from around the world. Global hospitality development including the role of governments and business incentives.</li> <li>Basic understanding of hotel and restaurant accounting procedures.</li> <li>Taxation of business income.</li> <li>How to read and analyze financial statements.</li> </ul>  | <ul style="list-style-type: none"> <li>Accounts payable/receivable</li> <li>Inventory control specialist</li> <li>Head of accounting</li> <li>Director of finance</li> <li>Front desk agent</li> <li>Concierge</li> <li>Night auditor</li> <li>Night manager</li> <li>Reservations manager</li> <li>Rooms division director</li> <li>Housekeeping supervisor</li> <li>Director of housekeeping and maintenance</li> </ul> |

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